

PERSONNEL PROCUREMENT

INTRA-ARMY REENLISTMENT PROGRAM

CHANGES

No. 1

AR 601-280, 17 April 1962, is changed as follows:

Wherever the wording "Battle Group" appears in these regulations, it is changed to read "Battle Group/Brigade".

3. Objectives. The objectives of this program are to—

✓ *a.* (Superseded) Obtain for the Regular Army, on a long term basis, the maximum number of highly qualified enlisted personnel who are trained in occupations of critical importance as well as those who have demonstrated proficiency and military leadership in other occupations, regardless of criticality. Particular emphasis will be placed on the enlistment and reenlistment of qualified individuals who are completing their first term of service.

* * *
✓ **6. Responsibility.** *a.* (Superseded) Commanding Generals United States Continental Army Command, U.S. Army Air Defense Command, major overseas commands, Army Materiel Command, Combat Development Command, and heads of Department of the Army agencies having command responsibility will implement and support aggressive reenlistment programs within their commands and will require subordinate commanders to do likewise.

* * *
e. Commanders will insure that—

* * *
✓ (6) All company grade officers and noncommissioned officers attend periodic showing of the film "The One That Got Away" (MF 12-9323).

✓ **8. Publicity.** (Superseded) *a.* Various forms of reenlistment publicity and advertising materials will be furnished automatically through U.S. Army AG Publications Center, 2800 Eastern Boulevard, Middle River, Baltimore 20, Md. Matters pertaining to policy and plans, including needs for additional material, for CONUS com-

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DEPARTMENT OF THE ARMY
WASHINGTON 25, D.C., 13 May 1963

mands under the jurisdiction of USCONARC, will be addressed through channels to Commanding General, USCONARC, ATTN: DCSPER-PD, Fort Monroe, Va. All other requests will be addressed through channels to Chief, Office of Personnel Operations, ATTN: OPOPP-R, Department of the Army, Washington 25, D.C.

b. Matters pertaining to policy and plans from Overseas Commands, U.S. Army Air Defense Command, U.S. Army Materiel Command, and Combat Development Command will be addressed through channels to Chief, Office of Personnel Operations, ATTN: OPOPP-R, Department of the Army, Washington 25, D.C.

c. Reenlistment posters and displays will be prominently featured in all locations frequented by enlisted personnel. Posters will be changed periodically and kept in presentable condition.

d. Reenlistment material for distribution to individuals will be made available at all times. Self-service displays will be maintained within unit areas.

e. Outside displays with all-weather protection should be made where practicable.

f. Local publicity should be used to the maximum extent consistent with good advertising practices.

✓ **9. Assignment.** *a.* (Superseded) In each major ZI command and overseas command including Army headquarters, a minimum of one space each will be established for the assignment of a reenlistment officer and an Army career counselor supervisor on a primary duty basis.

✓ *b.* (Superseded) At all commands, worldwide, a minimum of one space will be established for the assignment of a reenlistment officer when the enlisted strength of the command exceeds 5,000; otherwise, an officer will be designated to carry out the reenlistment functions as an additional duty.

* * * * *

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✓ *d.* In TOE divisions, spaces for the assignment of reenlistment personnel on a primary-duty basis will be as follows:

✓ *g.* At the Women's Army Corps Center, one space for the assignment of a Women's Army Corps Career Counselor on a primary duty basis will be established. At other installations where Women's * * * utilized whenever possible.

✓ **10. Selection of officer personnel for full-time reenlistment duty.** (Superseded) Officer personnel selected for assignment to reenlistment duty at major command headquarters will be awarded MOS 2260 in accordance with AR 611-101. All other officer personnel assigned to reenlistment duties on a full-time basis will be awarded MOS 2310 in accordance with AR 611-101 and possess the following desirable qualifications:

- a.* Grade of first lieutenant or above.
- b.* Career officer (Regular or career reservist).
- c.* Branch of service that predominates unit, service, or station assigned.
- d.* School trained in Army Recruiting and Career Counseling Course.

17. DA Form 1315 (Reenlistment Data Card).

✓ *c.* (Superseded) Form 1315 will be returned to the unit personnel officer and made a part of the individual's personnel records when he is transferred or reassigned prior to expiration of his term of service. Unit commanders will, prior to individual's transfer or reassignment, enter under remarks section of DA Form 1315, one of the following remarks:

- (1) Recommended for further military service, or
- (2) Not recommended for further military service.

A bar to reenlistment (par. 8c, AR 635-200) will be initiated for individuals who are eligible but are not recommended, and the remark "not recommended for further military service", will be entered in the remarks section of DA Form 1315, and will be followed by a statement that "Bar to Reenlistment Procedures has been initiated." For individuals who are not eligible for reenlist-

ment but are recommended, the item "waiver required" will be checked and a brief explanation of reason for recommendation will be given. Such remarks entered on DA Form 1315 will be initialed by unit commanders. The gaining unit personnel officer will follow the same procedures outlined in *b* above.

✓ *e.* When a favorable * * * with paragraph 25, AR 345-265.

18. Reenlistment counseling procedures.

✓ *b.* (Superseded) If individual is not eligible for reenlistment, the unit commander will determine by observation and job performance whether request for waiver is warranted. When it is finally determined that waiver is not warranted soldier will be apprised of this fact 90 days prior to ETS. Form 1315 will be noted to reflect ineligibility for reenlistment and forwarded as required in paragraph 17.

c. If reenlistment is * * * will be taken:

- ✓ (4) One to three months prior to expiration of term of service, those individuals completing a first term of service will attend a showing of the film entitled "90 Day Wondering" (MF 12-9026).

✓ **19.1 Reenlistment competition.** (Added) To stimulate the Intra-Army Reenlistment Program through appropriate support for quality accessions, commanders at all echelons may establish reenlistment competition down to and including the company/battery level. Commanders will maintain sufficient statistics which will indicate the reenlistment efforts within each company or equivalent unit.

✓ **19.2 Reenlistment conferences.** (Added) Personnel actively engaged in Intra-Army Reenlistment activities are encouraged to conduct periodic conferences at various echelons of command to discuss policy changes and reenlistment problems. Discussions, evaluations, recommendations, and applied procedures by means of such conferences will prove an effective method for improving the Army's reenlistment program.

Section IV. REENLISTMENT INCENTIVE PROGRAM (Rescinded)

[OP0]

By Order of the Secretary of the Army:

EARLE G. WHEELER,
General, United States Army,
Chief of Staff.

Official:

J. C. LAMBERT,
Major General, United States Army,
The Adjutant General.

Distribution:

Active Army: To be distributed in accordance with DA Form 12-9 requirements for Military Personnel Procurement—A.

NG: To be distributed in accordance with DA Form 12-9 requirements for Military Personnel Procurement—C.

USAR: None.

ARMY REGULATIONS

No. 601-280

HEADQUARTERS,
DEPARTMENT OF THE ARMY
WASHINGTON 25, D.C., 17 April 1962

PERSONNEL PROCUREMENT
INTRA-ARMY REENLISTMENT PROGRAM

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Section I. GENERAL

1. **General.** a. The retention of qualified, competent enlisted personnel is vital to the success of the Army's mission. The development and maintenance of a well-trained, professional Army is the responsibility of each officer and noncommissioned officer and each has the responsibility of rendering energetic, enthusiastic, and wholehearted support to the reenlistment effort.

b. The success of the program depends upon effective leadership, vigorous command support,

and aggressive reenlistment programs at all organizational levels.

2. **Purpose.** The purpose of these regulations is to—

a. Assist commanders and reenlistment personnel in the conduct of the Intra-Army Reenlistment Program.

b. Establish uniform reenlistment procedures and outline specific duties and responsibilities.

*These regulations supersede AR 601-280, 11 March 1959, including C 1, 27 July 1959; C 2, 6 April 1960; and C 3, 16 September 1960.

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3. Objectives. The objectives of this program are to—

S/S *C1* **a.** Obtain for the Regular Army, on a long-term basis, the maximum number of high quality, trained personnel. Particular emphasis will be placed on the enlistment and reenlistment of qualified individuals who are completing their first term of service.

b. Obtain maximum command support at each echelon of command.

c. Provide continuous and aggressive guidance in the maintenance of a successful reenlistment program.

d. Attain the enlistment goals which are periodically announced by Department of the Army.

4. Applicability. The instructions contained herein are equally applicable to continental United States and oversea commands; however in oversea commands the schedule of reenlistment interviews as set forth herein will depend upon the number of days prior to expiration of term of service that individuals are normally returned to continental United States.

5. Motivating factors. **a.** The program is vitally concerned with all motivating factors bearing on a soldier's reenlistment decision. The degree of success achieved in the program can be directly related to the quality of leadership exhibited by officers and noncommissioned officers at all levels.

b. Other important factors that influence reenlistment decision include personal and family security, job satisfaction, stability, advancement, prestige, housing, training utilization, and pay and allowances. Every effort should be made to help enlisted personnel solve their basic social and economic needs.

S/S *C1* **6. Responsibility.** **a.** ZI army commanders, major oversea commanders, Commanding Generals U.S. Army Air Defense Command and Military District of Washington, U.S. Army, and heads of Department of the Army agencies having command responsibility will implement and support aggressive reenlistment programs within their commands and will require their subordinate commanders to do likewise.

b. Commanders at each level of command will insure that the program as implemented within their commands is properly monitored to correct deficiencies.

c. Senior commanders will provide counsel and guidance to their junior officers with respect to their responsibilities in the reenlistment effort.

d. Major and intermediate commanders will continually provide guidance for units within their commands which require assistance in the conduct of their reenlistment programs.

e. Commanders will insure that—

(1) Each enlisted person who is serving honorably and faithfully, and who meets the eligibility requirements listed in AR 601-210, is counseled and interviewed as prescribed in paragraph 16.

(2) Every qualified enlisted person who desires unbroken service is afforded the opportunity of reenlisting the day following the date of discharge, even though such date may fall on a nonduty day.

(3) Each Regular Army soldier who meets Officer Candidate School requirements is personally informed of the opportunities and procedures for qualifying as an Army officer candidate. See AR 350-50.

(4) Continual effort is given toward early detection of individuals who are untrainable or unsuitable for military service and appropriate action taken to preclude such individuals from reenlisting as provided by paragraph 8c, AR 635-200.

(5) Assigned primary duty reenlistment personnel are fully utilized in the furtherance of the reenlistment effort and that they are provided with necessary transportation, office space, and clerical assistance.

See *C1* (6) All officers and noncommissioned officers attend periodic showing of the film "The One That Got Away" (MF 12-9323).

7. Reenlistment facilities. **a.** Reenlistment activities should be carried out in favorable surroundings. Locations in which interviewing, counseling, and related activities take place should insure—

(1) Privacy.

(2) An informal, friendly atmosphere.

(3) An effective display of reenlistment literature.

(4) Access to all necessary material, directives, and other sources of information essential for interviewing and counseling.

b. In addition, the reenlistment office should be centrally located and attractively furnished consistent with availability of adequate facilities. When available, a separate building is desirable. It will be suitably identified by conspicuous signs posted throughout the installation indicating location and telephone extension. Whenever possible, post reenlistment offices should not be a part of or occupy office space with military personnel offices. However, colocation in the same building or in proximity one to the other is desirable.

8. **Publicity.** a. Various forms of reenlistment publicity and advertising materials will be furnished automatically through U.S. Army AG Publications Center, St. Louis, Mo. Matters pertaining to policy and plans, including needs for additional material, will be addressed through

channels to The Adjutant General, ATTN: AGSN, Department of the Army, Washington 25, D.C.

b. Reenlistment posters and displays will be prominently featured in all locations frequented by enlisted personnel. Posters will be changed periodically and kept in presentable condition.

c. Reenlistment material for distribution to individuals will be made available at all times. Self-service displays will be maintained within unit areas.

d. Outside displays with all-weather protection should be made where practicable.

e. Local publicity should be used to the maximum extent consistent with good advertising practices.

Section II. REENLISTMENT PERSONNEL

9. **Assignment.** a. In each major command, a minimum of one space each will be established for the assignment of a reenlistment officer and an Army career counselor supervisor on a primary-duty basis.

b. At the office of the head of a technical service, Office, Chief of Finance, and The Provost Marshal General's Office, a minimum of one space will be established for the assignment of a reenlistment officer when the enlisted strength of the command exceeds 5,000; otherwise, an officer will be designated to carry out the reenlistment functions as an additional duty.

c. In units, other than divisions, organized under TOE, spaces for the assignment of reenlistment personnel on a primary-duty basis will be authorized by separate Department of the Army directives as follows:

- (1) One reenlistment officer space at every echelon above battle group or equivalent size unit level except for ARADCOM brigades.
- (2) Two Army career counselor spaces will be established at brigade headquarters except for ARADCOM brigades.
- (3) One Army career counselor space at every echelon at battle group or equivalent size unit level except for ARADCOM groups and defenses within CONUS.
- (4) One career counselor space at each ARADCOM SAM battalion within CONUS.

d. In TOE divisions, spaces for the assignment of reenlistment personnel on a primary-duty basis will be authorized by separate Department of the Army directives as follows: See c1

- (1) One reenlistment officer space will be established at CONUS or oversea division headquarters.
- (2) Two Army career counselor spaces will be established at CONUS division headquarters.
- (3) Three Army career counselor spaces will be established at oversea division headquarters.
- (4) One Army career counselor space will be established at Division Artillery Headquarters.
- (5) One Army career counselor space will be established at combat command or brigade or equivalent size unit.
- (6) One Army career counselor will be established at battle group or support command or equivalent size unit.

e. In units organized under TD, spaces for the assignment of career counselor personnel on a primary-duty basis will be established as follows:

- (1) One reenlistment officer space at each major unit or installation when the enlisted strength (exclusive of enlisted strength of units assigned to the installation which are authorized full-time personnel) is 5,000 or over; otherwise, an officer will be designated to carry out

the reenlistment functions on an additional-duty basis.

- (2) One Army career counselor space at each major unit or installation when the enlisted strength (exclusive of enlisted strength of units assigned to the installation which are authorized full-time personnel) is 1,000 to 5,000. Additional career counselor spaces are authorized on the basis of one space for additional 5,000 enlisted strength or major fraction thereof.

- (3) Two Army career counselor spaces at each personnel center which has an over-sea-returnee station.

f. At every echelon below battle group or similar size unit level, a noncommissioned officer will be assigned to career counselor duties on an additional-duty basis. Where possible, individuals who have had career counseling or recruiting experience should be assigned. The battle group, or equivalent size unit, career counselor will apprise these individuals assigned to career counselor duties on an additional-duty basis of appropriate responsibilities as outline in paragraph 14b.

See c1 g. At installations where Women's Army Corps units are located, a Women's Army Corps officer and Women's Army Corps noncommissioned officer will be appointed, on an additional-duty basis, and will be furnished properly trained administrative personnel to carry out an effective reenlistment program among female personnel of the command. WAC personnel with previous recruiting experience will be utilized whenever possible.

h. Commanders of installations and organizations not authorized career counseling personnel on a primary-duty basis will designate on orders an officer and a noncommissioned officer on an additional-duty basis to carry out the reenlistment functions.

i. Grades of career counselor personnel assigned on a primary-duty basis will be as prescribed in AR 611-201.

j. Sufficient clerical personnel to enable career counselors to carry out an effective reenlistment program will be supplied from resources locally available. Career counselors normally will not be utilized for administrative preparation of separation and immediate reenlistment forms.

10. Selection of officer personnel for full-time reenlistment duty. Officer personnel se-

lected for assignment to reenlistment duty on a full-time basis will be awarded MOS 2310 in accordance with AR 611-101 and possess the following desirable qualifications:

- a. Grade of first lieutenant or above.
- b. Career officer (Regular or career reservist).
- c. Branch of service that predominates unit, service, or station assigned.
- d. School trained in Army Recruiting and Career Counseling Course.

11. Selection of inservice enlisted personnel for full-time career counseling duty. a. *Submission of application.* Application for duty as career counselor will be made through channels to the appropriate installation commander. In addition to the information required by paragraph 6a, AR 614-240, information as to the applicant's choice of area of assignment, in order of preference, will be included in the forwarding indorsement. Personnel in CONUS are limited to re-assignment within the same Army area (3 choices in order of preference) in which presently serving, and they must be eligible for a permanent change of station. Personnel serving in overseas commands are authorized any three choices of area of assignment (e.g., First United States Army, Fourth United States Army, Sixth United States Army) and will submit their applications no earlier than 8 nor later than 6 months prior to date of completion of overseas tour. Applications from individuals who meet the following prerequisites will be forwarded to an interview board for consideration:

(1) Mandatory prerequisites.

- (a) Conduct and efficiency rating—Excellent.
- (b) Minimum service—6 years.
- (c) Noncommissioned officers E-5 or above.
- (d) Standard score of 110 or higher on Aptitude Area GT.
- (e) Minimum score of 115 on Recruiter Self-Description Blank.
- (f) High School graduate or those presenting substantiating data of the successful completion of the high school General Education Development (GED) test.
- (g) Must meet physical, mental, and special requirements for MOS 075 as provided in AR 611-201.

- (h) Hold valid Army or State motor vehicle operator's permit.

(2) *Desirable qualifications.*

- (a) Oversea service.
- (b) Ages 24 to 35 years inclusive.
- (c) Past experience in personnel management, interviewing, classification, or sales experience.
- (d) Service in a combat organization.

b. *Interview boards.* In CONUS, boards for interviewing enlisted personnel being considered for full-time duty as career counselors will be appointed at installations by the appropriate commander. In oversea commands, boards will be appointed by the commander exercising general courts-martial jurisdiction. Boards will be composed of at least two commissioned officers, one of whom will be a full-time reenlistment officer whenever practicable, and one experienced career counselor senior or equal in grade to the applicant. Where a full-time reenlistment officer is not available, maximum use will be made of existing boards established on a permanent basis at recruiting main stations. Also, if a commander so desires, he may use recruiting main station boards even though a full-time reenlistment officer is available. When WAC enlisted personnel are being interviewed, a WAC officer or a WAC non-commissioned officer senior or equal in grade to the applicant, will be a member of the board. Boards will convene whenever there is applicants for consideration.

(1) *Board action.*

- (a) Interview boards will determine whether applicants possess the following qualifications:

1. Genuine desire and interest to become a career counselor.
2. Mandatory prerequisites as listed in a above.
3. Ability to express themselves clearly and forcefully, orally, and in writing, and have a pleasing personality.
4. Outstanding appearance and bearing.
5. No obvious facial or other physical defects.

- (b) Interview boards must determine that applicants desire and are suited for recruiting duty in that once the 075 MOS is awarded the individual may

be assigned to either career counselor or recruiting duty. No individual will be selected for career counselor duty if he does not desire, or is not suited for, recruiting duty. In this connection the board will require the applicant to prepare a statement entitled "Why I want to be an Army Career Counselor." The statement will be personally composed by the applicant to represent a sample of his own best written composition. The statement should contain a minimum of 300 words and be attached to the application.

- (c) Applications from personnel who are recommended for duty as career counselor by the interview board, together with the record of the applicant's score on the Recruiter Self-Description Blank and an upper-half photograph (1¾" x 1¾") of the applicant, will be forwarded by the board through channels to the appropriate major commander. Applications not favorably considered by interview boards will be returned through channels to applicants, with reason(s) therefor.

- (2) *Action by reviewing authority.* The commander who convenes the board will review applications forwarded by the interview board and will recommend approval or disapproval of the board's recommendation prior to forwarding the application to the major commander. If the reviewing authority recommends disapproval, he will state his reason(s) for such disapproval.

c. *Disposition of applications.*

- (1) Applications which are disapproved by the major commander will be returned to the initiating unit with appropriate notation thereon.
- (2) Applications submitted by CONUS personnel which are approved by the major commander will be returned to the initiating unit, with appropriate approval notation, for action indicated in d below.

- (3) Applications submitted in overseas commands which are approved by the major commander and in which the individual has indicated his choice of area of assignment (maximum of 3 choices in order of preference) will be forwarded by the major overseas commander to appropriate CONUS commanders (IN TURN) in the order of preference indicated in the application. The letter of transmittal will indicate that the applicant is available for assignment to an area of his choice upon successful completion of school course and award of MOS 075. If he is—

- (a) Accepted for duty in an area of his choice, the application will be returned (to major overseas commander) through The Adjutant General, ATTN: AGPA-D, Department of the Army, Washington 25, D.C., for assignment instructions. The accepting CONUS commander will apply the individual against monthly quota allocated for his command and will include in his approving indorsement to The Adjutant General the following information:

1. Date applicant should arrive at TAG School for attendance at Army Recruiting and Career Counseling Course (12-R-075.6).
2. Class number and commencement date.
3. Instructions for assignment subsequent to successful completion of school course.

- (b) Not accepted for duty in any area of his choice, the application will be returned direct to the major overseas commander.

d. Assignment. Applicants tentatively accepted for career counselor duty as a result of foregoing actions will be ordered to attend on TDY the next Army Recruiting and Career Counseling Course at The Adjutant General's School for which a vacancy exists. Attendance at The Adjutant General's School must be accomplished within a period of 6 months subsequent to approval of application by the major com-

mander in accordance with c (2) and (3) above; otherwise the applicant will be required to submit a new application and be reprocessed under these regulations. Orders assigning individuals to The Adjutant General's School will contain information as to assignment subsequent to successful completion of the school course and award of MOS 075. Personnel failing to successfully complete the Army Recruiting and Career Counseling Course or who are determined by the Commandant, The Adjutant General's School, to be unsuitable for career counseling duty will be reported, by the commandant of the school, to the major commander under whose quota the individual is attending the school course, for assignment instructions.

e. Assignment on additional-duty basis. When practicable, enlisted personnel assigned to career counseling duties on an additional-duty basis should be selected from personnel with the same general qualifications as those on a full-time basis.

f. Elimination and reclassification. Individuals currently assigned to career counseling duties who are performing satisfactorily will not be reassigned solely for failure to meet the above prerequisites. Commanders will continually evaluate the effectiveness of each individual on career counseling duty to determine whether the individual should continue to be retained on such duty. Commanders will reclassify in accordance with AR 611-203 and reassign those who fail to maintain the high standards of career counseling and the U.S. Army Recruiting Service.

g. Recruiter Self-Description Blank.

- (1) *Materials required for administration.* Recruiter Self-Description Blank will be administered in accordance with the following:

- (a) Recruiter Self-Description Blank, Form II (DA Form 6129) (one per largest number of persons examined at one time).
- (b) Administering the Recruiter Self-Description Blank, Form II, DA Pam 611-129 (two per location at which test is administered).
- (c) Recruiter Self-Description Blank, Answer Sheet, Form II (DA Form 6129-1) (one per examinee).

- (d) Scoring Keys for Recruiter Self-Description Blank, Form II (DA Forms 6129-2a and 6129-2b) (two each per location at which test is scored).
- (e) Scoring the Recruiter Self-Description Blank, Form II, DA Pam 611-129-1 (two per location at which test is scored).
- (2) *Administration and scoring.* Recruiter Self-Description Blank, Form II will be used to test the sales adaptability of Army personnel being considered for assignment as career counselors. This test will be administered and scored at the installation or activity where application is made or forwarded to nearest Recruiting Main Station for scoring.
- (3) *Requisitions.* Testing materials will be requisitioned through normal AG publications supply channels.
- (4) *Disposition of answer sheets.* Disposition of completed Recruiter Self-Description Blank, Form II (DA Form 6129-1) will be in accordance with AR 345-265.
- (5) *Security.* Adequate safeguards will be established to provide security for testing materials in accordance with paragraph 5, AR 611-5 and AR 345-15.

12. Utilization. Commanders at all levels will insure that personnel assigned full-time reenlistment and career counseling duties are utilized primarily for that purpose a minimum of 90 percent of the normal duty hours, and—

a. If assigned additional duties, receive no more than other assigned officers and noncommissioned officers.

b. Are not placed in charge of fatigue, police, or other similar details where it may be necessary to take punitive action against enlisted personnel they may later be required to counsel.

13. Processing 075 personnel due to return from overseas commands. *a.* Personnel serving in overseas commands who hold primary MOS 075, and who desire full-time career counselor or recruiting duty in CONUS upon return from completed overseas tour will submit their applications, no earlier than 8 nor later than 6 months prior to date of completion of overseas tour, indicating choice of area(s) of assignment (par. 11a). Applications must clearly state whether full-time career counselor duty or recruiting duty is de-

sired. Each application will be forwarded to the major overseas commander for transmittal to appropriate CONUS commander(s) as outlined in paragraph 11c(3). Interview board action and assignment to TAG school (par. 11 b and d) are not required. If the applicant is accepted for duty in an area of his choice, the accepting CONUS commander will return the application (to the major overseas commander) through The Adjutant General ATTN: AGPA-D, Department of the Army, Washington 25, D.C., for assignment instructions. If the applicant is *not* accepted for duty in any area of his choice, the application will be returned directly to major overseas commander.

b. Personnel serving in overseas commands who hold primary MOS 075 and who do not desire career counselor or recruiting duty in CONUS upon return from completed overseas tour, will be reclassified into another MOS in accordance with AR 611-203 and reported on the AOR list.

14. Duties and responsibilities. *a. Officers.*

- (1) Keep the commander informed on all matters pertaining to the reenlistment program.
- (2) Make a continuing estimate of the reenlistment situation for future planning.
- (3) Submit recommendations for reenlistment policies or changes thereto, and submit plans to implement the commander's directives.
- (4) Translate the reenlistment decisions and plans of the commander into orders, and provide for their dissemination to subordinate units.
- (5) Exercise necessary supervision (including inspections as required) to insure that the reenlistment policies, intentions, and orders of the commander are executed properly.
- (6) Maintain a constant vigilance for factors that hinder the reenlistment effort within their area.
- (7) Maintain liaison with local finance, personnel, and public information officers.
- (8) Maintain sufficient reenlistment statistics to determine the effectiveness of the reenlistment program.

b. Enlisted personnel.

- (1) Serve as advisers to superiors in matters relating to the reenlistment program.
- (2) Interview eligible enlisted personnel and

provide counseling service on the many advantages of an Army career.

- (3) Provide information and assistance to subordinate units in regard to the latest interviewing and counseling methods, together with proper display and use of selling tools and aids.
- (4) Using latest visual-oral presentation methods, give presentations to senior officers, junior officers, and NCO's not assigned to reenlistment duties, or who are assigned on additional-duty basis, for the purpose of stimulating interest and sup-

port of the program at all echelons of command.

- (5) Using latest visual-oral presentation methods, give presentations to small groups of enlisted personnel eligible for reenlistment for the purpose of presenting the advantages in continuing a career in the U.S. Army.
- (6) Perform only limited administrative and clerical duties necessary to support those major functions required as a career counselor.

Section III. REENLISTMENT PROCEDURES

15. Emphasis on reenlistment for present duty assignment. *a.* In the interest of stability, economy of travel, and continuity of operations, major emphasis by unit commanders will be directed to inducing qualified individuals to reenlist for their present assignment. Upon failure to accomplish this, the unit commander may refer the individuals to reenlistment personnel assigned on a primary-duty basis at a higher headquarters for additional interviewing and counseling on specific options that are available.

b. Under the provisions of AR 614-30, an individual must complete at least five-sixths of his normal overseas tour in the area in which serving before being assured 18 months' service in the United States after returning from overseas. Overseas commanders therefore will stress the desirability of completing a normal foreign service tour.

16. Reenlistment interview. *a.* Full advantage should be taken of the opportunities which reenlistment interviews afford to counsel, suggest, and assist individuals in making a definite plan. These discussions should be related to the grade and length of service of the soldier being interviewed, and should be designed primarily to influence favorably his reenlistment intent. Reenlistment interviews further provide an opportunity to extend encouragement, eliminate old grievances, develop self-understanding, and self-assurance. Prior preparation is essential for a satisfactory interview and will include collection of factual data concerning the individual.

b. Although these regulations prescribe that the maximum reenlistment effort will be made during

the latter part of an individual's term of service, reenlistment indoctrination must begin on the day the soldier reports to the unit and continue throughout his assignment. Counseling with a view to promoting career-mindedness cannot be restricted to the last few months of an individual's term of service, especially among first-term personnel.

c. The reenlistment bonus is an important factor in influencing reenlistments. However, no promise of a specific amount may be made to a prospective reenlistee unless all pertinent facts have been verified from personnel records and the amount computed has been confirmed by the appropriate finance officer. Individuals responsible for counseling a prospective reenlistee should inform him of the various amounts which are payable under conditions listed in AR 37-104 without any express or implied promise that any specific amount will be paid in a particular case. Enlisted personnel who are still in the service and who are interested in the specific amount of reenlistment bonus to which they may become entitled will be referred to the personnel officer who will consult with the finance officer concerned.

17. DA Form 1315 (Reenlistment Data Card). *a.* DA Form 1315 (Reenlistment Data Card) is designed as an aid in promoting an effective reenlistment program and will be utilized in implementing the counseling procedures outlined in paragraph 18. These forms will be requisitioned through normal publication supply channels.

b. The unit personnel officer having custody of the individual's personnel records will transcribe appropriate entries from these records to DA

Form 1315 and forward it to the commander of the individual concerned within 15 days from date of assignment to first permanent duty station. Entries that are subject to change during individual's period of enlistment will be made in pencil. All other entries will be typewritten or made in ink. If the individual's records contain a DA Form 1315, entries thereon will be verified and forwarded as required above.

S/S
ci c. Form 1315 will be returned to the unit personnel officer and made a part of the individual's personnel records when he is transferred or reassigned prior to expiration of his term of service. The gaining unit personnel officer will follow the same procedures outlined in *b* above.

d. Form 1315 will be forwarded to the next higher command having full-time reenlistment personnel 30 days prior to the expiration of term of service of the prospective reenlistee. This card will be forwarded from the subordinate headquarters to the Post or Command Reenlistment Office, as appropriate, 15 days prior to the expiration of the prospective reenlistee's term of service.

See
ci e. When a favorable reenlistment decision is obtained from the prospective reenlistee the requirement for forwarding DA Form 1315 will be waived and the form will be retained at the headquarters obtaining this reenlistment decision until reenlistment has been accomplished at which time form will be disposed of in accordance with paragraph 25, AR 345-265. A new form will be prepared and forwarded as required in *b* above when reenlistment has been accomplished.

f. All DA Forms 1315 received at the Post or Command Reenlistment Office will be retained until scheduled day for separation of the individual and then acted on as follows:

- (1) For individuals who are eligible and have been recommended for reenlistment.
 - (a) Form will be mailed to the commanding general of the Army command in which the individual's home address, as shown on DA Form 1315, is located. The entire day's accumulation for each Army command will be mailed in one envelope and will be marked ATTN: Military Personnel Procurement Officer.
 - (b) Upon receipt of DA Forms 1315, Military Personnel Procurement Officers

will promptly dispatch them to the appropriate recruiting main station in order that recruiting personnel may use the information contained on the form to recruit prior service personnel.

- (2) For individuals who are returning from overseas commands to continental United States for purpose of separation, DA Form 1315 will be mailed to the appropriate Military Personnel Procurement Officer in accordance with (1)(a) above on the date that individual departs the overseas command for continental United States.
- (3) In no event will the DA Form 1315 accompany the personnel records of the individual to a transfer station or transfer activity.
- (4) For individuals who are not eligible and have not been recommended for reenlistment, form will be disposed of in accordance with paragraph 25, AR 345-265.

18. Reenlistment counseling procedures. a.

Upon receipt of Form 1315 the commanding officer of individual will determine his eligibility for reenlistment under AR 601-210.

S/S
ci b. If individual is not eligible for reenlistment, the unit commander will determine by observation and job performance whether request for waiver or recommendation for retest in the Army Classification Battery test is warranted. When it is finally determined that waiver or retest is not warranted soldier will be apprised of this fact 90 days prior to ETS. Form 1315 will be noted to reflect ineligibility for reenlistment and forwarded as required in paragraph 17.

c. If reenlistment is desirable and enlisted person meets the eligibility requirements as outlined in AR 601-210, the following action will be taken:

- (1) During the period 8 to 10 months prior to expiration of term of service, individual will be interviewed by his unit commander. If not fully decided, he will be aided in analyzing his own abilities, opportunities, resources, and present limitations. At this interview, individual problems should be resolved as far as practicable.
- (2) During the period 6 to 8 months prior to expiration of term of service, unit career

counselor will contact individual and interview him or her in accordance with accepted interview procedures. Current reenlistment benefits will be emphasized and, if practicable, a reenlistment decision obtained.

- (8) Approximately 4 to 6 months prior to expiration of term of service, 1st and 2d termers will attend an Army career presentation. The fact that attendance at this presentation was made and date attended will be noted in the appropriate space of the DA Form 1315. Every effort will be made to obtain a reenlistment decision subsequent to the Army career presentation to within 30 days of expiration of term of service. If a reenlistment decision cannot be obtained at this time, the individual together with his DA Form 1315 will be referred to the next higher headquarters full-time reenlistment office.
- (4) One to three months prior to expiration of term of service, those individuals com-

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pleting a first or second term of service will attend a showing of the film entitled "90 Day Wondering" (MF 12-9026).

- (5) The unit commander is authorized to waive the procedures prescribed in (1), (2), (3), and (4) above, when he is convinced that the individual will reenlist. When such action is taken, control will be maintained to insure the individual's favorable reenlistment intent has not changed.

19. Reenlistment effort among training, transient, and patient (TT&P) personnel. Major effort on reenlisting TT&P personnel assigned to transfer activities and training centers will be centralized at battle group or higher level, and conducted by reenlistment personnel assigned on a primary-duty basis. Unit commanders will be responsible for the reenlistment of their permanent party personnel and for assisting, guiding, and providing information to TT&P personnel in reenlistment matters.

19.1 + 19.2 Added c1

Section IV. REENLISTMENT INCENTIVE PROGRAM

20. General. This section prescribes procedures for establishment of a reenlistment incentive program in which the ZI armies; Military District of Washington, U.S. Army; and technical services will compete for awards made annually by Headquarters, Department of the Army for excellence in reenlisting desirable permanent party personnel. Oversea commands and U.S. Army Air Defense Command will not participate in this phase of the Department of the Army Reenlistment Incentive Program. Requirements that personnel within these commands be sent to transfer points for separation precludes an accurate evaluation of their reenlistment achievements at Headquarters, Department of the Army level. However, commanders of all major commands will establish Reenlistment Incentive Programs within their respective commands. Guidelines for establishing Reenlistment Incentive Programs are outlined in paragraph 24.

21. Reenlistment awards. To stimulate the Intra-Army Reenlistment Program through positive and continuing command support at every echelon and to provide tangible recognition for outstanding achievement in the reenlistment ef-

fort, Headquarters, Department of the Army will present reenlistment awards to winners of competition in the major areas established below.

a. ZI armies and Military District of Washington, U.S. Army.

b. Technical services.

22. Determining recipient of an award. a. In determining the recipient of an award, the total number of permanent party personnel who enlist or reenlist in the Regular Army at their permanent station the day following separation or relief from active duty will be considered.

b. Headquarters, Department of the Army will make two awards in each major area of competition annually.

- (1) One award will be made to the command that attains the highest immediate reenlistment rate during a fiscal year. For this purpose a "standardized" rate comparing the number of immediate reenlistments and the number of personnel eligible for reenlistment within each competing command is computed.
- (2) A second award will be made to the command that demonstrates the greatest per-



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centage of improvement in its standardized immediate reenlistment rate.

23. Monthly evaluation. To enable major competing commanders to compare their reenlistment efforts with those of other commands at regular intervals, The Adjutant General will disseminate reenlistment statistical data monthly to—

- a. Commanding generals of ZI armies and Military District of Washington, U.S. Army.
- b. Chiefs of technical services.

24. Competition within subordinate commands. All major commanders will establish and implement similar reenlistment competition with—

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BY ORDER OF THE SECRETARY OF THE ARMY:

Official:

J. C. LAMBERT,
Major General, United States Army,
The Adjutant General.

in subordinate commands down to and including the company/battery level. Although it is not intended that there will be competitive awards given within the company or battery, the unit commander will maintain sufficient reenlistment statistics so that he may determine the immediate reenlistment efforts within each platoon, or equivalent unit.

25. Publicity. a. The competitions prescribed herein will be given the widest possible publicity.

b. Awards should be accompanied by a written congratulatory message signed by the awarding commander. Awards will be presented at appropriate ceremonies.

G. H. DECKER,
General, United States Army,
Chief of Staff.

Distribution:

Active Army: To be distributed in accordance with DA Form 12-9 requirements, Military Personnel Procurement—A.

NG: State AG (3).

USAR: None.

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